MULTIMEDIA UNIVERSITY

STUDENT ID NO

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FINAL EXAMINATION

TRIMESTER 1, 2017/2018

PEN0045 –COMMUNICATIVE ENGLISH

(All groups)

25 OCTOBER 2017
9:00AM – 11:00AM
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of **SEVEN** pages only.
2. Answer **ALL** questions in **Sections A**, **B** and **C**.
3. Write **ALL** your answers in the Answer Booklet provided.

SECTION A: READING AND VOCABULARY [25 MARKS]

Instructions: Read the passage and answer the questions that follow.

The Gold Industry

1 There has always been an element of madness to gold's **allure**. For thousands of years, something in the eternally radiant metal has driven people to the desire to possess it and hoard it. In the early 1500's, King Ferdinand of Spain laid down the priorities as his conquistadors set out for the New World. "Get gold," he told them, "Humanely if possible, but at all costs, get gold." After that long and tortuous history, gold has now *arrived at a new moment of opportunity and peril.* The price of gold is higher than it has been in the last two decades. However, much of the gold left to be mined is microscopic and is being wrung from the earth at enormous environmental cost. Rising demand for jewellery and other gold items, combined with international financial uncertainty, drove people and corporations to mine new areas, sometimes illegally.

2 Thus, a global campaign to boycott what activists are calling "*dirty gold*" was launched recently to ask retail companies not to carry gold that was produced through environmentally and socially-harmful mining practices. Eight of the ten largest jewellery retailers in the United States have now made the pledge to ban gold from **destructive** mining practices.

3 While the list of retailers aligned in their opposition to dirty gold continues to grow longer, most gold remains quite filthy. The majority of the world's gold is **extracted** from open pit mines, where huge volumes of earth are scoured away and processed for gold. To produce enough raw gold to make a single ring, 20 tonnes of rock and soil are dislodged and discarded. Much of this waste carries with it mercury and cyanide, which are used to extract the gold from the rock. The resulting erosion clogs streams and rivers, and can eventually taint marine ecosystems far downstream of the mine site. Exposing the deep earth to air and water also causes chemical reactions that produce sulfuric acid, which can leak into drainage systems. Air quality is also compromised by gold mining, which releases hundreds of tonnes of airborne elemental mercury every year.

4 Gold has traditionally been a gift of love. Hence, it is not surprising that jewellery sales **escalate** around Valentine's Day. According to a recent survey, about 20 per cent of Americans who planned to give a Valentine's Day gift said they would buy jewellery. Thus, activists see Valentine's Day as a prime opportunity to educate consumers about dirty gold. Payal Sampat, the director of the No Dirty Gold campaign, believes that demand for gold can be reduced if consumers understand the back story of the gold industry. She also believes that this would eventually prompt an improvement in mining practice as consumers will start demanding for clean gold.

5 The demand for gold is tremendous now. Several months ago, gold value hit 1,800 dollars an ounce. It has since dropped to roughly 1,300 dollars, though that is still five times its price in the late 1990s. Alan Septoff, Communications Manager for the No Dirty Gold campaign, says that easily-accessible gold has become

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scarcer through time. "What we have left in most mines is very low-quality ore, with a greater ratio of rock to gold," Septoff said. This increased the energy required to mine gold and at the same time the waste and pollution produced in the process become proportionally greater. In other words, *dirty gold is only getting dirtier*.

6 However, James Webster, the curator of mineral deposits at the American Museum of Natural History, says that the industry is not as destructive at it may seem. A clean gold mining industry is indeed possible, he says. Some states have strict and effective regulations on the handling of mine waste and runoff. Moreover, cyanide is not as nasty or scary as it may sound, and its effect is brief in the presence of sunlight.

7 Nevertheless, the Environmental Protection Agency (EPA) has reported that 40 per cent of the headwaters in the western United States waterways have been contaminated by mining operations. One of the American mines, the Berkeley Pit, made the nearby town rich and prosperous for a time. However, the site was abandoned eventually when it was exhausted of riches including copper and gold. In the decades since, water has seeped into the Berkeley Pit and filled the mine. Today it contains one of the most lethally polluted lakes in the world. Another example is The Grasberg Mine, in Indonesia. It is one of the largest gold mines in the world and it dumps about 80 million tonnes of waste debris into the Ajkwa river system every year.

8 While EPA struggles to **reinstate** and restore all the mine sites in the United States, and activists work to reduce demand on the gold industry, efforts are underway to develop more open pit mines. Among the most controversial is the Pebble Mine, in Alaska. While the project is progressing well, the road ahead will not be a smooth one. A major investor in the project backed out last year, and the jewellery industry which uses about half of all gold mined each year has expressed opposition to the project. Opposition to the project is made because it could destroy wildlife habitat, indigenous cultures and the region's fishery.

9 Activists believe that ethically and responsibly-mined gold may actually be possible. It has been estimated that about 165,000 metric tonnes of gold have been mined in all of human history. Most of this gold is still in circulation and a growing number of jewellers are making use of this material. Using recycled and second-hand materials perhaps can reduce the demand for gold mining. Some believe that creating awareness among consumers is vital because "*the more you know, the less gold glows*."

Adapted from Bland, A. (2014). *The environmental disaster that is the gold industry*. Retrieved from http://www.smithsonianmag.com/science-nature/environmental-disaster-gold-industry-180949762/?all

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Part 1: Contextual Clues (5 marks)
Instructions: Based on the passage, provide a word or phrase that best expresses each of the following words.

Example:

Word	Meaning
allure (line 1)	**charm**

a. destructive (line 16)

b. extracted (line 19)

c. escalate (line 29)

d. scarcer (line 41)

e. reinstate (line 61)

Part 2: True-False Statements (5 marks)
Instructions: For each statement, write (T) if the statement is true and (F) if the statement is false.

a. In 1500, King Ferdinand of Spain instructed his conquistadors to ensure that they obtain gold in a humanely way.

b. The activists' global campaign to ask retail companies to boycott "dirty gold" is progressing positively.

c. Gold price has dropped to an amount that is five times lower than in the late 1990s because the demand for gold is decreasing.

d. According to the author, the Pebble Mine project in Alaska will face difficulties to progress well.

e. Encouraging the use of recycled and second-hand materials will reduce the demand for gold.

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Part 3: Comprehension (15 marks)
Instructions: Read the passage and answer all the following questions.

a. Why is gold said to have "*arrived at a new moment of opportunity and peril*" (Line 6)? (3 marks)

b. What does "*dirty gold*" (line 12) refer to? (1mark)

c. State three environmental effects of extracting gold from open pit mines. (3 marks)

d. Provide two benefits of educating consumers about dirty gold. (2 marks)

e. Why does Alan Septoff think that "*dirty gold is only getting dirtier*" (Line 44)? (2 marks)

f. What are the two pieces of evidence that James Webster provided to assert that gold mining industry is not as destructive as it may seem? (2 marks)

g. What is the main idea of paragraph 7? (1 mark)

h. What does the phrase "*the more you know, the less gold glows*" (Lines 74-75) mean? (1 mark)

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SECTION B: GRAMMAR [15 MARKS]

Part 1: Subject -Verb Agreement (5 marks)

Instructions: The following extract contains 5 errors on Subject-Verb Agreement. Identify the errors and correct them as shown in the example.

Example:

No.	Line	Error	Correction
0	3	is	are

The Elusive Perfect Instagram Caption

1 Have you ever sat with a photo loaded and edited on Instagram and did not post for hours because you could not come up with a caption you liked? In case you, or people you know, ever go through this, here **is** four steps for writing an outstanding Instagram caption.

2 First, keep your caption short. There should be three or four lines of text and about 200 characters. That way it will not get truncated before you convey the essential information. However, some famous accounts like NatGeo and Nike Running posts long captions that tell a story. Just make sure the story is interesting, and that you are consistent about length.

3 Second, avoid hashtags in your caption. The common practice is to avoid hashtags in captions, unless they are integral to a campaign or part of the caption itself. If you want to add hashtags to the comment on the post, ensure that they are not distracting to the reader. Write it in your texting or notes application, and copy it over to the Instagram comment so that it truncate after the first ellipsis.

4 Next, do not include a link. You cannot click a link in a caption, and no one is going to copy and paste it into the web browser in a smartphone. You have two options if you want to drive traffic to a website. Either you put the link in the bio of your account for one or two days after you post and references it in the caption, or use Instagram advertisements to have a "learn more" button appear under your promoted post.

5 Lastly, have personality when posting in your Instagram caption. This may be the hardest thing to do, as well as the most important. Unfortunately, there are no magic bullet for online voice. If you are trying to bring more personality to your caption, perhaps you should try looking at other Instagram accounts for inspiration.

6 Truly, there is no such thing as a perfect Instagram caption. Each group of audience is different, and what work for one will not necessarily work for another. Test different things, spot trends in performance, and modify to engender more success.

Adapted from Mitus, S. (2017*). 4 tips for writing better captions on Instagram.* Retrieved from https://www.ragan.com/Main/Articles/52254.aspx

Part 2: Verb Tenses (10 marks)
Instructions: Write the appropriate usage of tenses for the words in brackets.

Example: In late September 2016, Sheng Zuxing and her fiancé, Zhang Ping **(0) married** (marry) in front of about 60 guests in Beijing.

Inside China's Extreme Wedding Craze

In late September 2016, Sheng Zuxing and her fiancé, Zhang Ping **(0) married** (marry) in front of about 60 guests in Beijing. Like many Western weddings, Sheng wore a flowing white gown, had a ring bearer and a bridesmaid, and hired a wedding planner; traditions that a decade ago, (1) _____ (be) mostly unseen in the Middle Kingdom. The couple also incorporated traditional Chinese elements, such as receiving *hongbao* (red envelopes filled with money) from guests, setting off firecrackers as they arrived at the wedding venue. "Life is only once, and everybody (2) _____ (want) to have a good memory," Sheng, 28, said.

Sheng and Zhang represent a new era for China's wedding industry as currently many younger individuals in the rising middle and wealthy classes (3) _____ (opt) for these modern weddings. Over time, interestingly, China (4) _____ (include) its own mark on some Western traditions such as wedding photo shoot. Unlike Western weddings, where brides and grooms take pictures on the day of the wedding, it is popular for couples in China to pay for day-long photo sessions, sometimes in different countries, prior to the ceremony.

The wedding planning industry has mushroomed, with more than 1,000 wedding planning companies registered in Beijing alone. Weddings Beautiful China, a company which started in 2011, (5) _____ (plan) lavish affairs for Chinese celebrities till today. "I realised that many brides are not content with the service that some wedding planning agencies (6) _____ (provide) for the last few years, said Ling Ying, who studied wedding planning in the US. Last year, Ling planned a wedding for the daughter of one of China's wealthiest individuals in Myanmar for 2,000 guests. The wedding, which cost hundreds of thousands of dollars, took six months to plan. "While we (7) _____ (work) on the project we had to face many difficulties to meet the suggestions of the couple," Ling said.

While Western wedding traditions, such as having a bridal party, (8) _____ (make) their way into Chinese ceremonies gradually, there are still traditions that remain decidedly Chinese. Instead of a gift list, Chinese couples prefer *hongbao,* and venue availability does not dictate wedding dates. Rather, Chinese couples (9) _____ (choose) an auspicious date, often by enlisting the help of a fortune-teller.

Other up-and-coming trends in Chinese weddings include small, destination ceremonies, with Bali and Thailand being most popular, and cruise-ship weddings. Soon, Weddings Beautiful China with its partner Royal Caribbean (10) _____ (design) a Greco-Roman wedding chapel on cruise ship for couples to tie the knot while cruising.

Adapted from Abkowitz, A. *(2015). Inside China's extreme wedding craze.* Retrieved from http://www.bbc.com/capital/story/20151014-big-weddings-mean-big-business-in-this-asian-powerhouse

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SECTION C: WRITING [20 MARKS]

Instructions: Using the data given below, analyse the statistics of unemployment rate in Malaysia. In your analysis, you are to link the information given in Figure 1 and Table 1. You should write **150 to 200 words.**

Figure 1: University Graduates and Unemployed Graduates in Malaysia (2010 – 2016)

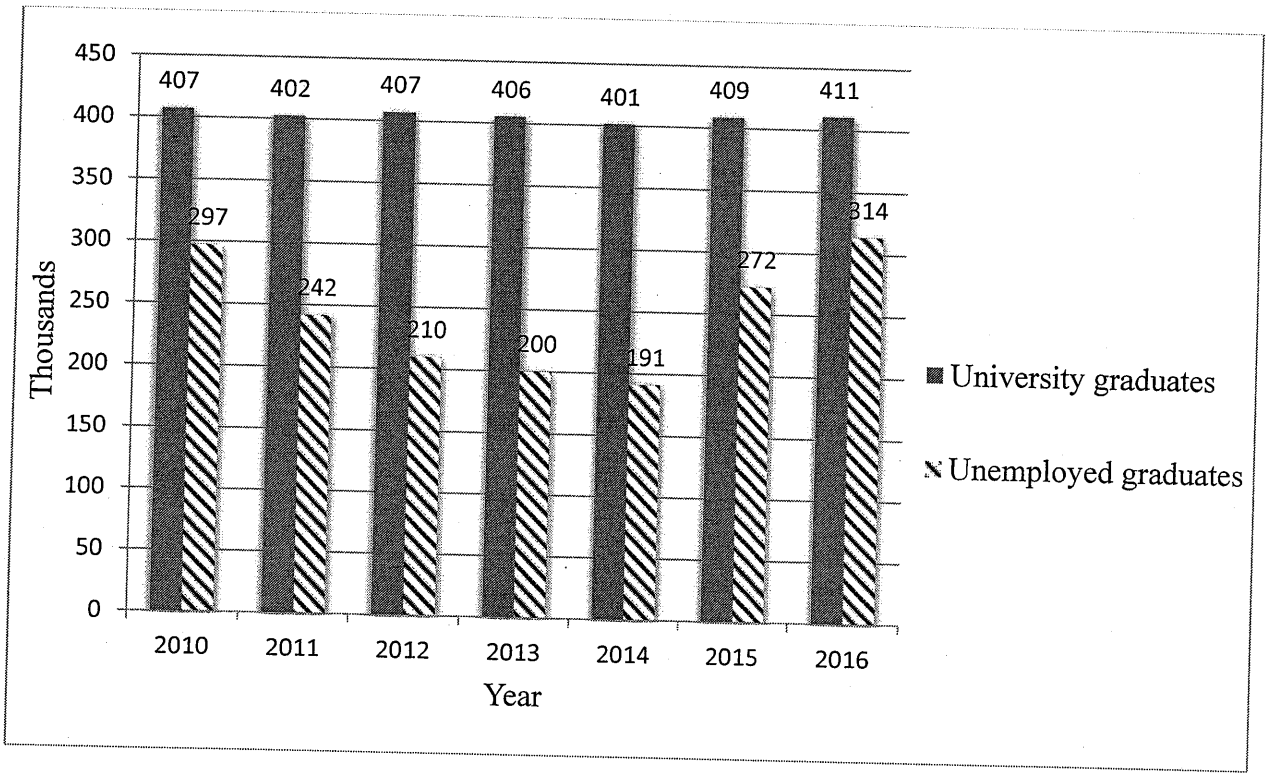

Table 1: National Higher Education Fund (NHEF) Repayment (2010 – 2016)

Year	NHEF Repayment
2010	RM 18.5 million
2011	RM 23.4 million
2012	RM 25.1 million
2013	RM 26.4 million
2014	RM 35.2 million
2015	RM 20.6 million
2016	RM 16.7 million

End of Paper